

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions, and listings, of claims in this application.

1-3. Cancelled.

4. (Previously Presented) The method of claim 29, wherein the identification of the location of the user within the content server site is arranged for accessing control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence.

5. (Previously Presented) The method of claim 29, wherein the identification of location of the user within the content server site is arranged for caching utilities enabling to identify cached content according the identified content location.

6. (Previously Presented) The method of claim 29 wherein the identification of location within content server site is arranged for billing applications by applying billing rules in accordance with the identified content location.

7. (Previously Presented) The method of claim 29, wherein the identification of the location within the content server site is arranged for data retrieval services comprising retrieving required data from respective data source according to the identified location within the content server site.

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8. (Previously Presented) The method of claim 29, further comprising processing the content to fit user mobile device specifications wherein the identification of the location within the content server site is arranged for selecting content processing before delivery to the mobile device.

9. (Previously Presented) The method of claim 29, wherein the identification of the location within the content server site is arranged for sampling the usage of the location and providing usage statistical analysis.

10. (Previously Presented) The method of claim 29, further comprising displaying the sequence of hyperlink titles to the user for enabling the identification of previously visited content services.

11. (Previously Presented) The method of claim 10, wherein the service identification is arranged for tracking users' activities for billing purposes.

12. (Previously Presented) The method of claim 10 wherein the identification of services by the user is arranged for enabling the user to return to the services.

13. (Previously Presented) The method of claim 29, wherein the service identification module functionality is implemented at least in part within the user device.

14 - 15. Cancelled

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16. (Previously Presented) The system of claim 30, wherein the identification of the location within the content server site is arranged for access control utilities enabling access restriction to specific content according to content location as defined by the hyperlinks title sequence.

17. (Previously Presented) The system of claim 30, wherein the identification of location within content server site is arranged for caching utilities enabling to identify cached content according the identified content location.

18. (Previously Presented) The system of claim 30, wherein the identified contextual location within content server site is used for enabling applying billing rules, which take into account the identified location.

19. (Previously Presented) The system of claim 30 wherein the identification of location within content server site is arranged for data retrieval services for retrieving required data from respective data source.

20. (Previously Presented) The system of claim 30, further comprising a processing module for adapting the content to user mobile device specifications wherein the identification of the location within the content server site is arranged for selecting the respective content processing to be performed on the content before delivery to the mobile device.

21. (Previously Presented) The system of claim 30, wherein the identification of the location within the content server site

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is arranged for sampling the usage of said location and providing usage statistical analysis.

Cancelled.

22. (Previously Presented) The system of claim 30, further comprising displaying the sequence of hyperlink titles to the user for identifying previously visited services.

23. (Previously Presented) The system of claim 30, wherein the tracking module is arranged for tracking users' activities for billing services.

24. (Previously Presented) The system of claim 30, wherein the identification of content location by the user is arranged for enabling the user to return to a predefined content location.

Cancelled.

25. (Previously Presented) The system of claims 30, wherein the content analysis module is implemented within an existing gateway or proxy on the network.

26-28. Cancelled.

29. (Currently Amended) A method of identifying a contextual location of a mobile device user, utilizing who is using at least one cellular network to visit content by accessing accessed by various hyperlinks, hyperlinks that are within associated with a content server, through at least one proxy server over a cellular network, wherein the contextual location ~~relates~~ relating to a communication link currently

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used by the mobile ~~user device~~ user, the method being executed by the at least one proxy server, said the method comprising:

receiving, from the content server and through the at least one proxy server, user visited content from a content server, through the proxy server, the content exhibiting that includes embedded hyperlinks that are each associated with a corresponding title and a corresponding target uniform resource locator (URL), wherein each title is presented to the user over a webpage having a different URL than the target URL;

parsing the received content, and extracting the embedded hyperlinks and their corresponding titles and dynamic target URLs, and storing the hyperlinks, wherein each title is being associated with its corresponding a respective dynamic target URL, wherein each target URL is a dynamic URL comprising periodically changing code numbers identifiable, in real-time, only by the content server;

upon receiving a subsequent URL request, extracting a corresponding hyperlink title from a previously stored hyperlink according to presently received based on the subsequently requested target URL;

creating a short term user surfing course comprising a sequence of hyperlink titles and the a corresponding dynamic target URLs sequence; and

identifying mobile device user the contextual location of mobile device user within the content server by

(i) comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlinks predefined sequences of titles sequences stored on in a predefined database, thereby enabling to identify a contextual location by and

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(ii) identifying a compatible hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence is associated with a corresponding contextual location,

~~wherein said method process is carried out by at least one proxy server, and~~

wherein ~~said the~~ contextual location enables ~~said the~~ at least one proxy server to provide services, which correspond to ~~said the~~ identified contextual location,

wherein at least one of: the receiving, the parsing, the identifying, and the comparing are performed by at least one computer.

30. (Currently Amended) A system for identifying contextual location of a mobile device , utilizing at least one cellular network to visit content by accessing various hyperlinks, through at least one proxy server, over a cellular network, said system comprising:

a content analysis module; and

a tracking module,

wherein the content analysis module is arranged to:

receive user visited content from the content server, the content exhibiting embedded hyperlinks each associated with corresponding title and corresponding target uniform resource locator (URL), wherein each title is presented to the user over a webpage having a different URL than the target URL;

parse the received content and extract the embedded hyperlinks and their corresponding titles and dynamic URLs and store the hyperlinks wherein each title is associated with its corresponding ~~dynamic~~ target URL, wherein each target URL is a

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dynamic URL comprising periodically changing code numbers identifiable, in real-time, only by the content server; and

upon receiving a subsequent URL request, extract corresponding hyperlink title from previously stored hyperlink according to presently received URL based on the subsequently requested target; and

create a short term user surfing course comprising a sequence of user selected hyperlink titles and their corresponding dynamic URLs;7

and wherein the tracking module is arranged to identify the mobile device user contextual location within content server by comparing the sequence of user selected hyperlink titles of the short term user surfing course with a plurality of hyperlink titles predefined sequences of titles stored on a predefined database, ~~thereby enabling to identify a contextual location by identifying a compatible hyperlinks titles sequence in the database, wherein each hyperlinks titles sequence is associated with a corresponding contextual location, wherein said contextual location enables the proxy server to provide services, which correspond to said identified contextual location.~~

31-33. Cancelled.